



# APPLIED INTEGRATED MEDIA

## Semester Certificate Program: Fall 2023

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Offered at LdM Florence, the Applied Integrated Media (AIM) Certificate Program gives students an innovative and unique view of all aspects of Media and Communications, as well as the larger cultural, political and financial world in which they exist. It is designed for highly motivated students, majoring in any aspect of Communications or Media, and those who have a deep interest in how media affects every aspect of our modern life. While there is no prerequisite, this semester program requires strong focus and active participation, including writing, research and presentations.

### **Why Florence?**

The relentless advance of technologies, like Artificial Intelligence, too often overshadow human input and creativity, leading to a sense of powerlessness and isolation. In this confusing and rapidly evolving landscape, we empower students to form a personal sense of mission and ethics they can bring to whatever aspect of media or communications in which they choose to participate. Florence, the heart of the Renaissance, that nurtured the concept of Humanism more than 600 years ago, is the perfect location for this program. We, too, believe that life should be inspired by art, informed by science, and motivated by compassion. These ideas are timeless, and even more relevant to modern media as it struggles to strike a balance between technology and the human values and needs of the audiences it is designed to serve.

# AIM SEMESTER CERTIFICATE PROGRAM

Starting in Fall 2023, the AIM Certificate Program will be available during Fall and Spring semesters. Students must integrate the AIM Certificate with 2 or 3 courses of their choice to maintain full-time student status at LdM. Study Abroad students can also apply to each of the two AIM-program courses singularly, but will not be eligible to qualify for the certificate.

**The AIM Program has three parts, all of which must be satisfactorily completed to qualify for the Certificate:**

## **The Origins and Development of Media**

COM 249, Cr: 3; Contact hrs: 45

Media was born of a desire to communicate. No matter much technology changes how it works and looks, the ability to connect people, information and ideas remains the only enduring reason for its existence.

This course is an overview of Media and Communications many parts: Legacy and New Media, Journalism, Advertising, Public Relations, Sports and other forms of entertainment and informational content. It explains how each of those disciplines interact with each other, and the culture and society in which they exist. Students will also learn about the financial models and economic realities to which all commercial media are subject, and how they influence and define media's cultural and political points of view, and those of the society at large.

## **Workshops with Industry Professionals**

4 meetings per semester, taking place on Tuesdays or on Wednesdays, from 7pm.

Students have the exclusive opportunity to discuss, learn from and work with international experts - from companies and institutions - around the impact and future evolution of media, media ethics and technology on business, lifestyle, education and healthcare to name but a few.

## **The Convergence of Media and Technology**

COM 250, Cr: 3; Contact hrs: 45

The rapid evolution of technology has dramatically rearranged the Media and Communications landscape, destroying legendary media empires and giving rise to new ones.

Students will learn how brands and technologies that didn't exist when they were born, are disrupting and redefining global cultural, societal and financial structures, creating polarization and disturbing changes in societal norms. Most important, it will explore the critical role and ethical responsibilities of individuals in creating new guidelines for media and technologies like Artificial Intelligence and Data Mining.



## **AIM Program Faculty:**

**Gerard (Jerry) Calabrese** has had a long career, spanning more than 50 years in media and entertainment. Over the decades, he has served as President of Marvel Comics, Executive Vice President of Playboy Enterprises and Publisher of Games Magazine, worked extensively with NASCAR and more. In recent years, Calabrese has dedicated himself to creating experiential learning opportunities for students, including serving as an adjunct professor at Marist College in Poughkeepsie, NY, and at LdM Florence. At LdM, Jerry acts as the Director of Communications Department and the AIM Certificate program.

**Alessandro Lorenzelli** is a strategist with 30 years' international experience spanning the research, consulting and professional services ecosystem. He has covered executive positions at international companies including Datamonitor, Gartner, IDC and EY. He has founded and is Head of Strategic Analysis in Deconstruct and holds the position of Strategy and Marketing Executive Director in Smartprovider - a startup dedicated to SMEs digitalization. At LdM, Alessandro teaches a variety of courses within the Communications Department.

**Application Deadline:** June 15th | To view the full Academic Calendar, [click here](#).